

# 2024 IMPACT REPORT



American Farm Bureau Federation®

**America's farmers and ranchers** are unwavering in their commitment to feeding and fueling the world, even as they navigate growing challenges. From natural disasters and market volatility to evolving policies and trade issues, the challenges facing agriculture are complex, but we continue to drive forward together.

Farm Bureau is honored to stand alongside farm and ranch families as we work together to ensure agriculture and our rural communities remain vibrant. Across our federation, Farm Bureau members actively advocate for responsible policies, serve their communities and provide a safe and abundant supply of food, fiber and renewable fuel for all of us. Their dedication and our collective efforts make Farm Bureau the Voice of Agriculture®.

This past year has once again demonstrated the strength of our grassroots advocacy. Farm Bureau members have engaged with lawmakers on every level to advance American agriculture. Whether advocating directly in Washington, D.C., or working closely with congressional offices at home, our members have worked tirelessly to send resounding messages to address critical issues such as the farm bill, ag labor, trade and disaster relief, all for the betterment of our farms and rural communities.

The strength of our united voice resounded through our successful advocacy efforts on the Securities and Exchange Commission's final climate disclosure rule, which removed the Scope 3 reporting requirement. This rule would have required public companies to report greenhouse gas emissions all the way back to the farm, potentially driving many small farms out of business.



Through Farm Bureau's grassroots engagement, nearly 20,000 messages were sent to the SEC and Capitol Hill, making it clear how damaging this proposal would be for agriculture. As a result, the SEC chair and leadership acknowledged our concerns in direct conversations and ultimately removed the Scope 3 requirement.

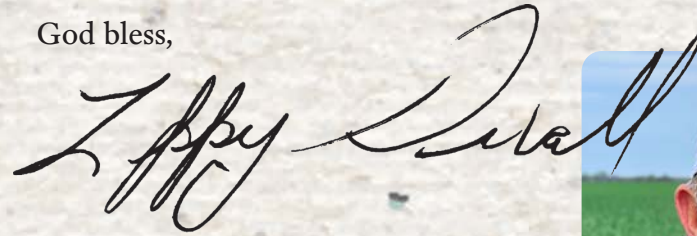
Our work across Farm Bureau also extends beyond policy. We are investing in the next generation of agricultural leaders through our leadership development programs, promoting rural entrepreneurship through the Ag Innovation Challenge and serving our rural communities through initiatives such as our Harvest for All program.

To our Farm Bureau members, thank you for your dedication and contributions over the past year. Your commitment is central to the work we do, and we value the time and effort you put into driving our

mission forward. To our partners and supporters, we look forward to continuing our collaboration to ensure the long-term success of American agriculture.

For those not yet involved with Farm Bureau, consider this report an invitation to join us. Together, we can support a bright and sustainable future for agriculture and our communities.

God bless,



ZIPPY DUVALL, PRESIDENT





**2,800**

COUNTY FARM BUREAUS

**50**

STATE FARM  
BUREAUS +  
PUERTO RICO

NEARLY  
**6M**  
MEMBER  
FAMILIES

# 2024 IMPACT REPORT

**Farm Bureau is the trusted Voice of Agriculture® and the leading grassroots membership organization advocating for all farmers, ranchers and rural communities.**

Farm Bureau brings members together at the county, state and national levels to speak with a united voice, support one another and give back to our communities.

We all depend on the success of American agriculture, and Farm Bureau stands with farmers and ranchers as we work together to keep our nation's food, fiber and renewable fuel supply safe, sustainable and secure.

Farm Bureau welcomes and includes all types of farmers and serves all types of farms in 50 states and Puerto Rico, for the benefit of families everywhere.



**American Farm Bureau Federation®**

# POLICY DEVELOPMENT, ANALYSIS & IMPLEMENTATION

**Active and engaged farmers and ranchers are the power behind the American Farm Bureau Federation.** Our influence is unmatched when state and county Farm Bureaus and grassroots members unite with us to advocate for public policies that advance agriculture and strengthen rural communities. Their voices are also critical to telling agriculture's story at a time when the public is more curious than ever about where their food comes from.

AFBF has a long and proud history of analyzing policy proposals, including their potential benefits, drawbacks and unintended consequences. Our respected policy experts provide deep insight to members of Congress and federal agencies as they develop and implement policy.

Since its inception in 1919, AFBF has been defined by a true grassroots policy development process. Every January, farmer and rancher delegates set AFBF's formal policy agenda after deliberation on the challenges and opportunities facing agriculture in the coming year.

## 2024 ACHIEVEMENTS

AFBF's 2024 goals were advanced through meetings in Washington, D.C., at state events and on farms across the country. Action alerts spurred grassroots advocacy, and Farm Bureau's priorities were shared through media engagement and digital amplification. Highlights of achievements, progress and advocacy for 2024 follow.



## FARM BILL REMAINS A PRIORITY

AFBF continues to strongly urge lawmakers to pass a new, modernized farm bill to address the challenges facing America's farmers and ranchers. Despite Congress approving a year-long extension, the farm bill once again expired without renewal. Farm Bureau members sent more than 30,000 messages to members of Congress emphasizing that the farm bill is too important to kick down the road.

The "Farm Bill for America's Families: Sustaining Our Future" coalition grew under the leadership of Farm Bureau, and now consists of 137 diverse groups including advocates for farmers, food security and nutrition, the environment and wildlife, among others. AFBF economists highlighted the impact of the farm bill and the consequences of its expiration throughout the year. The economic analysis provided context for lawmakers, journalists and consumers who were curious to learn more about this important piece of legislation.

## FARM LABOR

Intensive efforts to find a pathway forward on the divisive issue of labor reform continued throughout the year. This included AFBF joining others in agriculture to pursue a nationwide injunction to protect the rights of farmers across the nation who employ H-2A workers. Additionally, Farm Bureau farmer and rancher members and staff provided input to the House Agriculture Committee on the challenges facing the agricultural workforce. The committee's bipartisan report to address H-2A issues included many sensible reforms backed by AFBF policy.



## TRADE

AFBF continues to maintain constant pressure on the administration to improve current trade agreements and pursue new agreements to close the agricultural trade deficit. After AFBF and state Farm Bureaus expressed concerns about the potential impact on U.S. agriculture of revocation of China's permanent normal trade relations status, the China Select Committee reconsidered its position.

Farm Bureau continued helping European Union farm groups understand the U.S. voluntary, incentive-based approach to sustainability in agriculture, in contrast to the standards-driven EU Farm to Fork Strategy. Subsequent push-back by EU farmers and farm groups moved the EU to suspend Farm to Fork measures. The resulting "Strategic Dialogue on EU Agriculture" included farmers discussing how to best achieve sustainability in agriculture. This change in approach supports the continued movement of U.S. agricultural products into international markets unburdened by unfair standards that would force farmers and ranchers to change production practices or risk losing markets.

## TAXES

With several critical tax provisions that help ensure farms stay in business scheduled to expire in 2025, AFBF is mounting a campaign to urge Congress to renew important tax provisions like Section 199A, which allows families to deduct part of their business income. Estate tax relief is also a Farm Bureau priority.



## WOTUS

Following a major Supreme Court victory that struck down the Waters of the U.S. Rule, EPA issued a new rule that still lacked clarity for America's farmers and ranchers. Farm Bureau responded by leading a coalition of regulated industries in pushing EPA for implementation guidelines, which were not shared with the public. AFBF filed a Freedom of Information Act request along with the Waters Advocacy Coalition to require EPA to share the guidelines. Efforts continue to bring transparency to government and provide certainty to farmers.



# Farm Bureau members sent 34,000 messages to Congress in 2024.

## FEDERAL MILK MARKETING ORDERS

Ensuring confidence and fairness in dairy farmers' payments within the Federal Milk Marketing Order system is a priority of AFBF's. Building on the momentum from the Farm Bureau-led 2022 Federal Milk Marketing Order Forum and subsequent groundwork that prompted USDA to hold the first national FMMO hearing in more than a decade in 2023, AFBF led the call for reform in 2024 and has been at the table throughout USDA's 12-step FMMO amendment process.

Following USDA's release of its final decision, which triggered a referendum among dairy farmers within the FMMO system, Farm Bureau published resources to help farmers cast informed votes. AFBF continues to monitor developments around FMMOs and advocate for fairness in the dairy market.

## HIGHLY PATHOGENIC AVIAN INFLUENZA

Farm Bureau successfully advocated for USDA to support dairy farmers whose herds are affected by highly pathogenic avian influenza. USDA expanded the Emergency Assistance for Livestock, Honey Bees, and Farm-raised Fish Program to include dairy cattle affected by HPAI and will compensate up to 90% of the value of lost milk production. This will ultimately help farmers recover from an outbreak and ensure the continued safety and affordability of our nation's milk supply.

## PFAS

Farm Bureau members joined voices to tell the federal government that farmers should not be held liable for "forever chemical" contamination on their farms from per- and polyfluoroalkyl substances (PFAS) that they did not produce or intentionally use. More than 6,000 messages were sent to Congress to protect farmers from a proposed EPA rule to designate PFAS as hazardous materials under the Comprehensive Environmental Response, Compensation, and Liability Act. America's farmers share the concerns over PFAS, but as mitigation efforts move forward, it's important that farmers are not held responsible for PFAS chemicals.

## ALTERNATIVE ENERGY

Farm Bureau joined other organizations in urging USDA and the Department of Energy to more closely study the impacts of solar and wind energy development on agricultural land and rural communities. Solar energy may rise from 4% of our nation's total energy production to 45% by 2050, requiring almost 10.4 million acres, 90% of which could be in rural communities. USDA and DOE held listening sessions in 2024 to hear from the families who will be most affected by energy site development.

## CLIMATE & SUSTAINABILITY

### SEC SCOPE 3 REPORTING

Farmers and ranchers are advancing climate-smart practices every day, but when proposed policies risk putting farms out of business, AFBF jumps into action. We brought the concerns of thousands of farmers to the attention of the Securities and Exchange Commission when it announced a Scope 3 reporting requirement in its final climate disclosure rule, which would have required public companies to report the greenhouse gas emissions of their supply chain, reaching all the way down to the farm. This would likely have driven small farms, unequipped to manage such reporting, out of business.

AFBF led the charge for the removal of Scope 3. Farm Bureau members sent almost 20,000 messages to the SEC and Capitol Hill, sharing their perspectives on how Scope 3 reporting would affect their farms. Those messages, combined with efforts from Farm Bureau's policy and legal teams, convinced the SEC to remove Scope 3 from its final rule.

### FOOD AND AGRICULTURE CLIMATE ALLIANCE

Launched in 2020 by AFBF, Environmental Defense Fund, National Council of Farmer Cooperatives and National Farmers Union, the Food and Agriculture Climate Alliance membership has grown to more than 90 groups representing farmers, ranchers, forest owners, agribusinesses, manufacturers, the food and innovation sector, state governments and environmental advocates. FACA encourages a voluntary, market- and incentive-based approach to demand for climate-smart farm, ranch and forestry products, while building trust that the climate benefits are real and verifiable. FACA members continue to urge support for the organization's suite of bipartisan policy recommendations for the next farm bill that cover six areas: Conservation, Risk Management and Credit; Energy; Food Waste; Forestry; Livestock and Dairy; and Research, Extension and Innovation.





## MARKET INTEL

When lawmakers, journalists and the public need insight on complex issues affecting farmers, they turn to AFBF economists. Farm Bureau's Market Intel reports set the standard for analysis of the factors that affect agricultural markets and farmers' ability to remain in business.

In 2024, our economists generated Market Intel analysis that focused on important topics like the impact of an expired farm bill, Federal Milk Marketing Orders and avian influenza. They also prioritized current events to take advantage of reporters' need for breaking news content. For example, a Market Intel on the consequences of an East Coast port strike alone led to almost 900 stories citing Farm Bureau data and economist interviews.

## MARKET INTEL BY THE NUMBERS

**60+**

MARKET INTELS  
IN 2024

**2,600+**

MENTIONS IN STORIES  
ACROSS THE U.S.

**6.1B**

IMPRESSIONS

## LEGAL ADVOCACY

AFBF is the leading national advocate for U.S. farmers and ranchers in the courts, which was apparent in 2024 with several victories achieved in court rulings. As the Voice of Agriculture, AFBF initiates or joins litigation to shape many of the laws that affect the ability of farmers and ranchers to keep their farms going. AFBF's legal advocacy efforts aim to maintain a functional U.S. legal and regulatory climate so farmers and ranchers can be productive stewards of our natural resources.

### **Promoting. Preserving. Defending.**

- AFBF promotes strong protection of property and privacy rights.
- AFBF preserves access to biotechnology and pesticide products.
- AFBF protects against regulatory overreach.



## WINS: AGENCY DEFERENCE - CHEVRON AND SWAMPBUSTER

AFBF led an industry coalition effort that resulted in a win in the Supreme Court with the overturning of *Chevron* deference, under which courts deferred to agencies' interpretations of statutes they implement. The rationale adopted by the Supreme Court largely followed those submitted in the coalition brief. This win in *Loper Bright Enterprises v. Raimondo* was the culmination of wins AFBF helped to achieve in *U.S. v. Nasir* and *Kisor v. Wilkie* – continuing Farm Bureau's efforts to rein in agencies' expansion of their own regulatory power.

In light of *Loper Bright*, the Supreme Court vacated another lower court order – at the urging of AFBF and other groups – in a case involving a South Dakota farmer's challenge to Swampbuster regulations drafted by the Natural Resources Conservation Service. The regulation at issue adds red tape for farmers who request reviews of prior NRCS wetland certifications. A favorable decision on the NRCS Review Regulation would help prevent NRCS from weaponizing wetland certifications against farmers.

We also consider it a win that the Supreme Court largely sided with us in a case involving a farmer's ability to sue under the U.S. Constitution's prohibition against takings (*DeVillier v. Texas*). The Supreme Court ruled that a farmer could sue Texas for flooding his farm under Texas law.

## WIN: HALT OVERREACHING DEPARTMENT OF LABOR RULE

AFBF and other groups achieved a crucial win that will help farmers across the country when the Department of Labor was barred from enforcing an overreaching rule that would have added additional litigation rights to H-2A visaholders, who already have protections under the law. Farm Bureau agrees that workers should be treated

fairly and respectfully, but fairness to farmers is also important and the DOL rule was overly broad to the point of being unlawful.

Two other courts previously blocked the rule in several states and for certain groups, but AFBF's lawsuit was the first to stop the most egregious aspects of the rule for all farmers nationwide.


## ONGOING: PUBLIC LANDS RULE AND BANKRUPTCY PROTECTION EFFORTS

AFBF and other groups filed a lawsuit challenging the lawfulness of the Bureau of Land Management's Public Lands Rule, which threatens the future of ranching in the U.S. by destabilizing a decades-old tradition of grazing on federal lands. BLM issued the final rule with a stated goal of increasing the health and resilience of public lands, but a lack of clarity in the rule and changes in policy that are not authorized by law make it unacceptable. The rule also makes it more difficult for ranchers to play an important role in the stewardship of public lands. Further restricting grazing on public lands takes farmers backward not forward, because ranchers are delivering a return on the trust placed in them to care for public lands. They are clearing brush that could fuel wildfires, controlling invasive species and bringing overall health benefits to the land.

In another legal case, AFBF stepped in to stand up for farmers in an agricultural bankruptcy case, as we've done in the past. AFBF engaged with the bankruptcy trustee for Iowa grain buyer Global Processing Inc. to help organic farmers protect their interests when attempts were made to "claw back" (recover) grain payments made preceding the bankruptcy. AFBF efforts, in conjunction with state Farm Bureaus and other sector partners, ultimately helped level the playing field and allowed farmers' voices to be heard after initial aggressive demands that hit small farms especially hard.

## COMMUNICATIONS & OUTREACH

Part of AFBF's mission is to serve as the Voice of Agriculture. This requires a strategic approach to communications, including a clear focus on earning media coverage, a commitment to expanding our digital audiences, and a relentless willingness to explore new communications frontiers in order to tell the story of agriculture in the most effective ways possible. We achieved success following an aggressive outreach effort and commitment to telling agriculture's story at a time of high public interest in topics including retail food prices, inflation and general farming practices.

**33K**   
PRINT AND  
BROADCAST STORIES

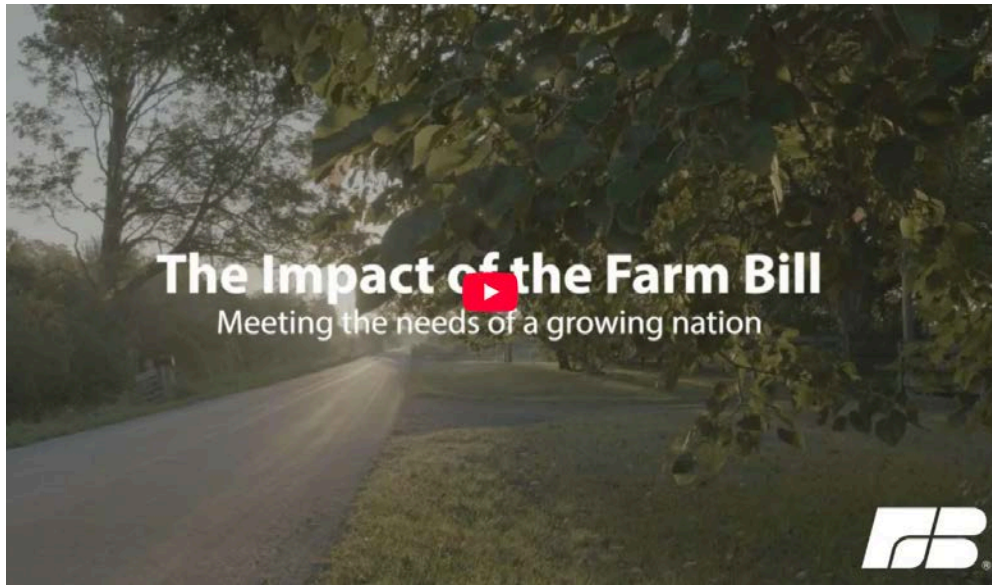
 **54B**  
IMPRESSIONS

AFBF's digital platforms continue to outperform industry averages and generate growth across platforms. Collaborations with content creators have been an integral part of driving overall brand awareness. We're leaning into meeting consumers where they are and connecting with the people they follow to build support for agriculture.

### FARM DOG OF THE YEAR & PEOPLE'S CHOICE PUP

Our very popular Farm Dog of the Year contest, which includes a People's Choice Pup competition with public voting on social media, provides consumers with a glimpse into the world of agriculture through a shared value: the love of pets. Now in its eighth year, the contest garners attention on several social platforms and has reached nearly a half million people since it was launched.





## STRATEGIC CAMPAIGNS

AFBF continued a successful, multiyear farm bill strategic communications campaign in 2024. Our multifaceted advocacy launched in 2022 and grew to include a variety of member video testimonials about the impact of farm bill programs on their farms. Additional elements of the campaign included graphics/social media posts, radio news stories and a flagship video that encourages lawmakers to rise above partisanship and work together again to pass legislation that protects food security for all Americans and ensures the future success of farmers and ranchers. As noted on page 7, our strategic communications also included sharing messaging from the Farm Bill for America's Families campaign, which closed the year with more than 137 member groups. These efforts will help to lay the groundwork for future action to pass a farm bill.

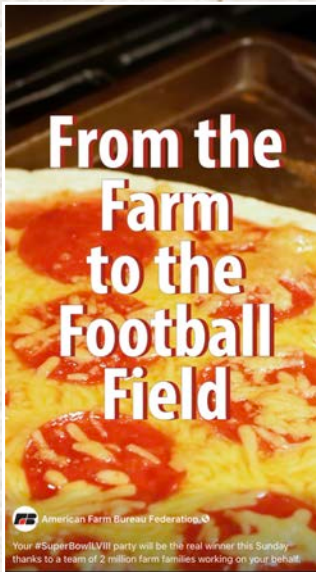
AFBF also continued its multiyear sustainability campaign, which aims to increase awareness among consumers and food system stakeholders about the commitment of farmers and ranchers to care for the environment, and highlights the outstanding progress to date. A frequently updated interactive map depicts where and how farm and ranch families across the country are working to build a sustainable future of safe and abundant food, fiber and renewable fuel for our nation and the world.

# COMMUNICATIONS & OUTREACH

## HOLIDAY MEAL COST SURVEYS

Our widely covered holiday meal cost surveys serve a valuable purpose beyond providing interesting food price data. They establish American Farm Bureau as a trusted source of information and provide a platform to put policy priorities and agricultural realities in context for consumers.

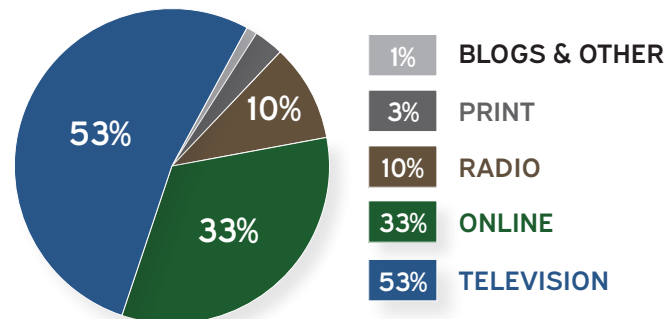
We leveraged the July 4th Cookout Survey to discuss the farmer's small share of the retail food dollar, while the Thanksgiving Dinner Cost Survey highlighted the importance of the farm bill. Coverage included more than 332 positive references to the farm bill.



## CHAMPIONSHIP SUNDAY MENU: FOOTBALL, FOOD AND FARMING

Pro football championship Sunday ranks among the top days of the year for food consumption in the U.S. Our news release about how food eaten during the big game makes it to consumers' homes garnered 106 million impressions from media outlets including Yahoo!, the Associated Press, Street Insider, NBC-4 New York, NBC-7 San Diego and NBC-10 Boston. An eye-catching companion video reel featured several foods highlighted in the release.

## TYPE OF COVERAGE – THANKSGIVING







### AG ON THE MALL

Farmer and rancher members shared about the crops they grow and the livestock they raise – as well as insights about the future of farming – with thousands of people in the nation’s capital during the second annual Ag on the Mall event. Public opinion research conducted by Morning Consult indicates support for agriculture is 20% higher among people who have interacted with a farmer, and 30% higher for members of Gen Z (ages 12-27).



# INITIATIVES & COLLABORATIONS

AFBF's programs and initiatives in the policy arena and beyond enrich the rural communities where grassroots farmer and rancher members live and work. These farm and ranch communities are the backbone of America, playing an important role in our nation's economy.

Continuing to work together to find creative ways to support these rural communities, which are home to 14% of the U.S. population, is important for future generations. In 2024, that commitment included sharing resources to address farm stress and mental health concerns, engaging with young people who are interested in agriculture and related careers, encouraging rural entrepreneurs, and supporting Field to Market: The Alliance for Sustainable Agriculture.

Read on for more details about these programs and initiatives.



**Field to Market®**

and retail companies; conservation groups; universities; and public partners to define, measure and advance the sustainability of food, fiber and fuel production in the U.S. AFBF also holds a seat on Field to Market's board of directors, which chose Carrie Vollmer-Sanders, a former Michigan Farm Bureau conservation specialist with a long list of credentials, as the organization's new president.

As referenced on page 15, AFBF also leads the conversation about sustainability through our own successful outreach efforts.

## SUSTAINABILITY

AFBF represents farmers in Field to Market: The Alliance for Sustainable Agriculture, an organization that brings together a diverse group of grower organizations; agribusiness; food, beverage, apparel, restaurant



## VETERAN FARMER AWARD OF EXCELLENCE

Retired Army Col. Joe Ricker of Indiana was announced as the inaugural recipient of this new award on Veterans Day, Nov. 11. The program seeks to elevate and celebrate those who have served our country and continue to do so through involvement in agriculture and the community. Ricker served 30 years in the Army before retiring from a logistics post at the Pentagon in 2022. His service also included tours in Iraq and Afghanistan. Since leaving the Army, his commitment to excellence in farming and enriching the lives of veterans has blossomed in a myriad of ways in both his local community of Wilkinson, Indiana, and across the country.



## RURAL MENTAL HEALTH

AFBF joined a landmark alliance of partners that is revolutionizing farm family mental health and wellbeing services. The Farm Family Wellness Alliance launched Togetherall, a new national resource that is available to farmers, ranchers and members of their family who are age 16 or older. This safe, anonymous online peer-to-peer community is accessible 24/7 and moderated around the clock by licensed mental health professionals. Farm families can now be part of a global network of farmers and ranchers who understand the challenges and rewards that come with the agricultural way of life.



AFBF launched a new collaboration with the Ad Council on the “Love, Your Mind” campaign, with the goal of reducing stigma around mental health care in rural areas. The campaign features Florida Farm Bureau member and mental health advocate Marshal Sewell.

## YOUTH AND DIVERSITY

In 2024, AFBF continued to engage young people through ongoing partnerships with FFA, 4-H, Agriculture Future of America and the National Society for Minorities in Agriculture, Natural Resources, and Related Sciences. These partnerships strengthen membership value for each of the organizations through collaboration on projects.



## SOCIAL MEDIA AMBASSADOR PROGRAM RECOGNITION

AFBF earned a Power of Associations Silver Award for its successful Social Media Ambassador Program. Through the program, Collegiate Farm Bureau members selected as social media ambassadors creatively highlight happenings at an annual Farm Bureau leadership conference and encourage others to get involved.

## AG INNOVATION CHALLENGE

Rural entrepreneurs competed for a total of \$165,000 in startup funds in the 2024 Ag Innovation Challenge, a competition that focuses exclusively on U. S. rural entrepreneurs launching agriculture- and food-related businesses. The 2024 winner, Barn Owl Precision Agriculture, was the first woman-led team to take home the grand prize. The Colorado team was awarded \$50,000 in prize money to support the production of their autonomous micro-tractor that is built for the small and midsize farmer to create time and budget savings while implementing regenerative farming practices. Udder Ways, represented by New York Farm Bureau members, was runner-up in the competition, receiving a total of \$20,000. A veteran-owned business and North Carolina Farm Bureau member, Secret Garden Bees, took home the People’s Choice Award.



## CULTIVATING LEADERS & GRASSROOTS ADVOCACY

Americans remain engaged in learning how their food is produced and who produces it. This public interest in sustainability continues to drive rapid change, which is why it's critical that farmers and ranchers feel comfortable engaging with the public, policymakers and the media.

AFBF provides intensive leadership development and effective outreach training, strengthening the ability of farmers and ranchers to connect with others in an impactful manner.

The skills members learn are applied at the local, state and federal level, including through FB Advocacy, the network developed to help members of Congress and the administration understand how public policies impact farmers, ranchers and agriculture as a whole, as well as consumers.



GO Teamers of the Year demonstrated an unwavering commitment to advocating for farmers and ranchers, serving as the industry's voice in media inquiries and articles, participating in legislative and regulatory meetings, and actively engaging with lawmakers. The 2024 honorees are: Laura Haffner, Kansas; Julie Hardy, Georgia; Renee McPherson, North Carolina; and Linda Pryor, North Carolina.

### GRASSROOTS OUTREACH (GO) TEAM

The hundreds of farmer and rancher members on the Grassroots Outreach Team participate in focused advocacy efforts throughout the year, tapping into their high-level AFBF training to engage with consumers and the media, as well as with lawmakers and regulators at all levels of government on the many policy issues affecting agriculture. In addition, GO Teamers are self-starters who find their own advocacy outlets such as newspaper columns, school engagement opportunities and regular television appearances.





## **WOMEN'S COMMUNICATIONS BOOT CAMP & AG CONNECTHER**

Hosted by the national Women's Leadership Committee in partnership with AFBF staff, Women's Communications Boot Camp is an intensive four-day course conducted for 15 agricultural leaders. Two boot camps conducted in 2024 featured hands-on sessions on public speaking, working with the media and policy engagement. Since 2006, 313 Farm Bureau women have completed this training.

The Ag ConnectHER series elevates and celebrates dynamic and successful women leaders in agriculture by showcasing their leadership journeys, connecting them through online events with Farm Bureau women from across the country. The initiative aims to inspire women in agriculture to discover their potential and succeed in leadership.

## **PROMOTION & EDUCATION**

AFBF's Promotion & Education Committee continued its successful "Amplify Agriculture" series, which is open to the public. Topics covered in 2024 included what consumers look for in product labeling; the relationship between farmers, consumers and retailers; and how foods we enjoy make it from farm fields to the grocery store shelf.

The committee continued leading a successful collaboration with Auguste Escoffier School of Culinary Arts, the largest culinary school brand in the U.S. The collaboration supports the vital connection between farmers, ranchers and the culinary industry with education-focused programs, interactive events and training sessions.

# CULTIVATING LEADERS & GRASSROOTS ADVOCACY



## PARTNERS IN ADVOCACY LEADERSHIP

AFBF's Partners in Advocacy Leadership is one of the most intensive training programs offered to farmers and ranchers. PAL Class 11 members completed four learning modules over two years, graduating at the 2024 Young Farmers & Ranchers Leadership Conference. PAL Class 12 was selected in May and members have completed two modules. AFBF applauds class members' commitment to effective engagement and celebrates the inroads they are making in their communities, with the media and as advocates on the local, state and national levels.





## IFARM IVOTE 2024 ELECTION RESOURCE

A one-stop webpage created to encourage Farm Bureau members to vote, iFarmiVote featured comprehensive information for the 2024 election cycle. Visitors learned the latest about voting in their state, including how to register to vote, and information on federal, state and local candidates.



## FARM BUREAU GIVES BACK

The spirit of farm communities has long embodied working together and giving back. Across the Farm Bureau family, members rise to meet the challenges facing their communities. Since the organization's founding more than 100 years ago, volunteers at the county, state and national level have given time and resources to provide meals, help rebuild from disasters, and offer support to those in need.

Farmer and rancher members continued that tradition in 2024 through a broad range of activities and outreach. This included extending a helping hand in local communities that hosted Farm Bureau gatherings.



### HARVEST FOR ALL

Harvest for All helps address hunger in rural America by harnessing the collaborative power of grassroots farmer and

rancher members, county Farm Bureaus, state Farm Bureaus and AFBF. Members involved in the organization's Young Farmers & Ranchers program take the lead in planning, coordinating and executing the initiative, often with involvement from local community leaders and supporters.

Historical totals for the program, launched 23 years ago, are impressive — 468 million pounds of donated food, nearly \$11.5 million and 500,000 volunteer hours.







## HELPING THOSE IN NEED WITH FOOD AND OTHER ESSENTIALS

The national Women’s Leadership Committee and state Farm Bureau Women’s Leadership programs annually raise tens of thousands of dollars to support Ronald McDonald Houses, which provide a “home away from home” for families with critically ill children. During the 2024 Convention in January, the committee collected toiletry kits from Farm Bureau Women and donated them to the local Ronald McDonald House.

Convention attendees also participated in a food packing event. They packaged meals for 20,000 families in the Salt Lake City community in partnership with the Utah Farm Bureau Miracle of Agriculture Foundation and the Church of Jesus Christ of Latter-day Saints.

Members attending the 2024 YF&R Leadership Conference in Omaha, Nebraska, donated 4,000 meals to a local food bank, 400 hygiene kits to a local homeless shelter and more than 100 books to the Omaha Ronald McDonald House.

YF&R Committee members donated 60 hours to a local secondhand store in Boise, Idaho. The committee served as the first line of volunteers to help process donations from the community.

YF&R Committee members led an effort encouraging National FFA Convention attendees to write notes of appreciation to military service veterans, thanking them for their service to our nation. Attendees wrote nearly 500 notes. Additionally, convention attendees created 350 lunch bags for donation to Meals on Wheels.

# THE AMERICAN FARM BUREAU FOUNDATION FOR AGRICULTURE



AMERICAN FARM BUREAU  
FOUNDATION  
FOR AGRICULTURE

The American Farm Bureau Foundation for Agriculture strives to build awareness, understanding and a positive perception of agriculture through education. This outreach includes offering a variety of fun and engaging standards-based activities at all grade levels for educators, volunteers and families.

Foundation-created resources include games, lesson plans, activities and videos about agriculture. Resources are well-researched, written by education specialists and reviewed by subject matter experts, which means educators and parents can be confident in their relevance and accuracy.

Educational opportunities for teachers are offered through trainings, farm tours, grants and scholarships to attend the National Ag in the Classroom Conference.

## ON THE FARM STEM

The On The Farm STEM® program brings together teams of educators with experts in science education and agricultural science to envision a model for science learning that will inspire today's students — our next generation of scientists and citizens — to take action and feel empowered to use agriculture to improve society.

We hosted a national STEM Experience in Kentucky, and state affiliates coordinated events in Michigan and New York. Educators toured dairy and beef farming operations and university laboratories and research facilities, learning how the skills they teach in the classroom are applied in agriculture. The impact of the On the Farm program extends to nearly 3 million educators through on-site events, curriculum downloads and webinars.





## FEEDING MINDS PRESS

Through Feeding Minds Press, the Foundation is leading the way in engaging young learners about where their food comes from by publishing accurate books about agriculture.

New book “The Soil in Jackie’s Garden” delighted readers and received amazing reviews including this one from the Midwest Book Review: “‘The Soil in Jackie’s Garden’ is a charming instructive, inspiring and unreservedly recommended pick for family, elementary school, and community library gardening-themed picture book collections.”

## ADDITIONAL FOUNDATION ACTIVITIES IN 2024

The Foundation published an updated version of Food and Farm Facts, a 32-page booklet that highlights Ag Census data analyzed by AFBF economists. Topics covered in the book include Consumers, Modern Farmers, Trade & Economics, Environment, Production and an Agricultural History Timeline. A pocket-size version of the book is also available.



Christina Sue Lilja Resource Grants were provided to 100 educators (\$100 each) to purchase agricultural literacy resources from the Foundation store for their classrooms. These grants honor the work and legacy of the late Christy Lilja, a long-time AFBF staff member and former Foundation executive director.

The Ag Mag series presents non-fiction text in newspaper style that introduces young learners to a variety of different agriculture topics. Ag Mags covering three new topics were introduced in 2024 – sugar, rice and a “mini” version on snacks. The number of Ag Mags produced now totals 40, including Spanish language and mini versions.

The Foundation also continues to reach a broad range of audiences through the My American Farm, Purple Plow and American Farm Trail App platforms, with continued efforts to build awareness and understanding of agriculture.

## WHITE-REINHARDT FUND FOR EDUCATION

The White-Reinhardt Fund for Education is a special project of the Foundation founded in cooperation with the AFB Women’s Leadership Committee, providing grants focused on increasing agricultural literacy. In 2024, the White-Reinhardt Scholarship Program provided funds for 10 educators to attend the National Agriculture in the Classroom Conference. Five county and state Farm Bureau projects were funded by the White-Reinhardt Grant Program that focuses on increasing agricultural literacy for students in grades K-12.



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